

10 of 9

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

$$SC = \frac{1}{2}$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	5A-6A	NEWS	:30	\$300.00	10/10-10/12	6	1	6	\$1,800.00	
		Buyline Comment: NEWS										
	2	M-TU	5A-6A	NEWS	:30	\$300.00	10/15-10/16	4	1	4	\$1,200.00	
		Buyline Comment: NEWS										
	3	M-TU	6A-7A	NEWS	:30	\$450.00	10/15-10/16	4	1	4	\$1,800.00	
		Buyline Comment: NEWS										
	4	W-F	6A-7A	NEWS	:30	\$450.00	10/10-10/12	6	1	6	\$2,700.00	
		Buyline Comment: NEWS										
	5	W-F	7A-9A	NEWS	:30	\$600.00	10/10-10/12	6	1	6	\$3,600.00	
		Buyline Comment: TODAY										
	6	M-TU	7A-9A	NEWS	:30	\$600.00	10/15-10/16	4	1	4	\$2,400.00	
		Buyline Comment: TODAY										
	7	M-TU	9A-10A	NEWS	:30	\$275.00	10/15-10/16	2	1	2	\$550.00	
		Buyline Comment: TODAY 2										
	8	W-F	9A-10A	NEWS	:30	\$275.00	10/10-10/12	3	1	3	\$825.00	
		Buyline Comment: TODAY 2										
	9	W-F	10A-11A	NEWS	:30	\$225.00	10/10-10/12	3	1	3	\$675.00	
		Buyline Comment: TODAY \3										
	10	M-TU	10A-11A	NEWS	:30	\$225.00	10/15-10/16	2	1	2	\$450.00	
		Buyline Comment: TODAY \3										

Station KSNV-TV LAS VEGAS, NV.  
 Advertiser ( ) HELLER FOR SENATE  
 Product HELLER FOR SENATE  
 Estimate#  
 Buyer NEIL WILLIAMS  
 Phone#  
 Fax#

Agency ( ) STRATEGIC MEDIA SVCS  
 3299 K STREET NW SUITE #200  
 WASHINGTON, DC 20007  
 Agency C/P1/P2/E  
 Flight Dates 10/10/2012 - 10/16/2012  
 Hiatus Weeks

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M-TU	11A-12P	RR	:30	\$225.00	10/15-10/16	2	1	2	\$450.00	
				Buyline Comment: RR								
	12	W-F	11A-12P	RR	:30	\$225.00	10/10-10/12	3	1	3	\$675.00	
				Buyline Comment: RR								
	13	W-F	12P-1230P	NEWS	:30	\$275.00	10/10-10/12	3	1	3	\$825.00	
				Buyline Comment: NEWS								
	14	M-TU	12P-1230P	NEWS	:30	\$275.00	10/15-10/16	2	1	2	\$550.00	
				Buyline Comment: NEWS								
	15	M-TU	1230P-1P	AGENDAY	:30	\$225.00	10/15-10/16	2	1	2	\$450.00	
				Buyline Comment: AGENDAY								
	16	W-F	1230P-1P	AGENDAY	:30	\$225.00	10/10-10/12	3	1	3	\$675.00	
				Buyline Comment: AGENDAY								
	17	W-F	1P-2P	DAYS	:30	\$275.00	10/10-10/12	3	1	3	\$825.00	
				Buyline Comment: DAYS								
	18	M-TU	1P-2P	DAYS	:30	\$275.00	10/15-10/16	2	1	2	\$550.00	
				Buyline Comment: DAYS								
	19	M-TU	2P-3P	DRS	:30	\$225.00	10/15-10/16	2	1	2	\$450.00	
				Buyline Comment: DRS								
	20	W-F	2P-3P	DRS	:30	\$225.00	10/10-10/12	3	1	3	\$675.00	
				Buyline Comment: DRS								
	21	W-F	3P-4P	PHIL	:30	\$300.00	10/10-10/12	3	1	3	\$900.00	
				Buyline Comment: PHIL								

Rep Order# 6832083 Ver# 1 Mod# 0 Status Confirmed

Traffic Order# 104403

Printed: 07/18/2012 10:30 AM  
Last Received: 07/12/2012 4:04 PM  
Showing Buylines: All Lines

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Product HELLER FOR SENATE  
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3299 K STREET NW SUITE #200  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 10/10/2012 - 10/16/2012  
Hiatus Weeks

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	M-TU	3P-4P	PHIL	:30	\$300.00	10/15-10/16	2	1	2	\$600.00	
				Buyline Comment: PHIL								
	23	M-TU	4P-430P	NEWS	:30	\$450.00	10/15-10/16	2	1	2	\$900.00	
				Buyline Comment: NEWS								
	24	W-F	4P-430P	NEWS	:30	\$450.00	10/10-10/12	3	1	3	\$1,350.00	
				Buyline Comment: NEWS								
	25	W-F	430P-5P	NEWS	:30	\$450.00	10/10-10/12	3	1	3	\$1,350.00	
				Buyline Comment: NEWS								
	26	M-TU	430P-5P	NEWS	:30	\$450.00	10/15-10/16	2	1	2	\$900.00	
				Buyline Comment: NEWS								
	27	M-TU	5P-630P	NEWS	:30	\$900.00	10/15-10/16	4	1	4	\$3,600.00	
				Buyline Comment: NEWS								
	28	W-F	5P-630P	NEWS	:30	\$900.00	10/10-10/12	6	1	6	\$5,400.00	
				Buyline Comment: NEWS								
	29	W-F	630P-730P	WHEEL	:30	\$750.00	10/10-10/12	6	1	6	\$4,500.00	
				Buyline Comment: JEP/WHEEL								
	30	M-TU	630P-730P	WHEEL	:30	\$750.00	10/15-10/16	4	1	4	\$3,000.00	
				Buyline Comment: JEP/WHEEL								
	31	M-TU	730P-8P	FACE	:30	\$450.00	10/15-10/16	2	1	2	\$900.00	
				Buyline Comment: FACE								
	32	W-F	730P-8P	FACE	:30	\$450.00	10/10-10/12	3	1	3	\$1,350.00	
				Buyline Comment: FACE								

4 of 6

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Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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33	TH	11P-1135P	:30	\$775.00	10/11-10/11	1	1	1	\$775.00
Buyline Comment: NEWS									
34	M	11P-1135P	:30	\$775.00	10/15-10/15	1	1	1	\$775.00
Buyline Comment: NEWS									
35	M-TU	1135P-1235A	:30	\$275.00	10/15-10/16	2	1	2	\$550.00
Buyline Comment: TON SHOW									
36	W-F	1135P-1235A	:30	\$275.00	10/10-10/12	3	1	3	\$825.00
Buyline Comment: TON SHOW									
37	TU	8P-9P	:30	\$2,400.00	10/16-10/16	1	1	1	\$2,400.00
Buyline Comment: VOCIE									
38	TH	10P-11P	:30	\$2,100.00	10/11-10/11	1	1	1	\$2,100.00
Buyline Comment: ROCK CENTER									
39	F	10P-11P	:30	\$2,100.00	10/12-10/12	1	1	1	\$2,100.00
Buyline Comment: DATELINE									
40	SA-SU	11P-1135P	:30	\$750.00	10/13-10/14	2	1	2	\$1,500.00
Buyline Comment: NEWS									
41	SA	6A-7A	:30	\$225.00	10/13-10/13	1	1	1	\$225.00
Buyline Comment: NEWS									
42	SA	7A-9A	:30	\$325.00	10/13-10/13	1	1	1	\$325.00
Buyline Comment: SAT TODAY									
43	SA	9A-930A	:30	\$300.00	10/13-10/13	1	1	1	\$300.00
Buyline Comment: NEWS									

5 of 6

5 of 6

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Line	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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Len	Rate	Dates	Spots/Week	# Of Weeks	Total Spots	Total Cost
30	\$450.00	10/13-10/13	2	1	2	\$900.00

:30	\$375.00	10/13-10/13	1	1	\$375.00
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30	\$750.00	10/13-10/13	1	1	\$750.00
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:30	\$225.00	10/14-10/14	1	1	\$225.00
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:30	\$500.00	10/14-10/14	1	1	\$500.00
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:30	\$1,900.00	10/14-10/14	1	1	\$1,900.00
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:30	\$250.00	10/14-10/14	1	1	\$250.00
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:30	\$375.00	10/14-10/14	1	1	\$375.00
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30	\$1,600.00	10/14-10/14	1	1	\$1,600.00
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30	\$8,000.00	10/14-10/14	1	1	\$8,000.00
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:30	\$6,500.00	10/14-10/14	1	1	\$6,500.00
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	55	SU	1130P-12A	SPORTS NIGHT	:30	\$200.00	10/14-10/14	1	1	1	\$200.00	
Buyline Comment: SPORTS NIGHT												

---REPORT TOTALS---  
 Report Totals: 133 / \$80,325.00

---SALES MONTHLY TOTALS---

Oct 12: 133 / \$80,325.00  
 Sales Totals: 133 / \$80,325.00  
 Station Totals: 133 / \$80,325.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$276,983	CATV 0%	KBIR 0%	KINC 0%	KLAS 26%	KSNV 29%
		KTNV 18%	KTUD 1%	KVCW 1%	KVMY 1%	KVVU 24%
		XXXX 0%				

---COMPETITIVE COMMENTS---

NEW ORDER  
 EST SHARES

Books NOV12  
 Demos RA35+

--- CREDIT RISK ---  
 CASH IN ADVANCE